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Sent via E-Mail

September 23, 1996

To: All Managers with Fleming Supply Center Responsibility
From: Steve Smith
Subject: 4th Quarter Rainbow Promotion

Ladies & Gentlemen,

With the help of Fleming Corporate we have put together a 4th quarter Rainbow promotion. The promotion will consist of the top 4 styles of Rainbow in each respective supply center shipped in a 30-carton VAP shipper floor display. Allocated to each supply center is a two week supply of promoted product. Included with this letter is a spreadsheet containing the brand styles and the number of shippers by supply center. The promotion will be \$1 off a carton utilizing a coupon. For the supply center to participate, they must pass along the full \$2.30 off invoice to retail. Please confirm this prior to initiating this promotion.

Time table:

- Week of September 23-Product to be forecasted
- October 7 through October 25- RJR sales sell shippers to retail and gain pre-books to turn into supply centers.
- Week of October 28th - forecasted product to arrive at supply centers
Coupons, POS and 30-carton shippers arrive at supply centers
Supply centers coupon and pack shippers
- Week of November 4th - DTS to retail.

Actions required on your part:

- Contact your supply center and work out the logistics for the ordering process to retail. Refer to spreadsheet for break out of brand styles, number of shippers and number of coupons. You will need to explain to account how to apply the coupons, pack the shipper, display load, ect.
- Make sure supply center uses extra coupons by placing them on other styles of Rainbow.
- Communicate the ordering process and the number of displays for your supply center(s) to all RJR sales personnel that have Fleming supplied accounts from your supply center for pre-booking 10/7 thru 10/25.
- Follow up with supply center to ensure that all shippers have been sold and shipped to retail the week of 11/11/96
- Ensure that you work with your respective product supply center to ensure that the packing is consistant so that billing will be simplified to the retailers.

I will handle the forecasting, ordering of product, shippers, coupons and POS for this promotion.

Any questions, please contact me.

Sincerely,

Steve
enc.

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CC. J. W. Best
P. J. Candari
R. M. Sanders
D. L. Wilmseher
David Owens
Dean Garrison
R. P. Dotson
Stan Driskell
Roger Farmer
Cinder Farenecak
Gene Haisch
Sam Karambelas
Jay Loftin
Tom Renehan
Bob Rissler
Peter Schmidt
Barbra Simkins
Wayne Tucker
Dave Turner
Cheryl Van Horn-Dern
Greg Young
Tom Burns
Karen Fite

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Fleming Rainbow Promotion

DIVISION	RJR SIS Account #	Rain FF KING	Rain FF 100	Rain LT KING	Rain LT 100	Rain M 100	Rain UL 100	Total 12M Cases Needed	# Of Coupons Needed for Promo	# Of rolls of coupons in 500 rolls	Total coupons needed	Xtra Coupons for regular stock	# Of 30 CTN Shippers Needed	Handling allowance to division from alliance
		12M Cases Needed				465050	from RJR							
LINCOLN, NE	197300		3		3	3	3	12	720	2	1,000	280	24	\$108
KANSAS CITY, KS	198000		22		22	22	22	88	5,280	11	5,500	220	176	\$792
LUBBOCK, TX	198020		1		1	1	1	4	240	1	500	260	8	\$36
OKC NORTH, OK	198120		8	8	8		8	32	1,920	4	2,000	80	64	\$288
HOUSTON, TX	198270		1		1	1	1	4	240	1	500	260	8	\$36
OAKS, PA	198280		2		2	2	2	8	480	1	500	20	16	\$72
SAN ANTONIO, TX	198310		5		5	5	5	20	1,200	3	1,500	300	40	\$180
GENEVA, AL	198340		9		9	9	9	36	2,160	5	2,500	340	72	\$324
JOHNSON CITY, TN	198370	7	7	7	7			28	1,680	4	2,000	320	56	\$252
MASSILLON, OH	246025	26	26		26	26		104	6,240	13	6,500	260	208	\$468
LACROSSE, WI	273823		6		6	6	6	24	1,440	3	1,500	60	48	\$216
ALTOONA, PA	276331	10	10		10	10		40	2,400	5	2,500	100	80	\$360
PEORIA, IL	303440		2		2	2	2	8	480	1	500	20	16	\$36
FRESNO, CA	316510		4		4	4	4	16	960	2	1,000	40	32	\$72
LAURENS, IA	327003	1	1		1	1		4	240	1	500	260	8	\$36
SUPERIOR, WI	329445		3		3	3	3	12	720	2	1,000	280	24	\$108
EL PASO, TX	404625	1	1			1	1	4	240	1	500	260	8	\$36
BUFFALO, NY	452091	4	4		4	4		16	960	2	1,000	40	32	\$144
SACRAMENTO, CA	485411		1		1	1	1	4	240	1	500	260	8	\$36
WARSAW, NC	458850	4	4		4	4		16	960	2	1,000	40	32	\$144
PHOENIX, AZ	529356		2		2	2	2	8	480	1	500	20	16	\$72
MILWAUKEE, WI	551633		2		2	2	2	8	480	1	500	20	16	\$72
HUB CITY, WI	551634		16		16	16	16	64	3,840	8	4,000	160	128	\$576
OKC SOUTH, OK	576720		5		5	5	5	20	1,200	3	1,500	300	40	\$180
YORK, PA	594480		3		3	3	3	12	720	2	1,000	280	24	\$108
GARLAND, TX	628586		10		10	10	10	40	2,400	5	2,500	100	80	\$360
SIKESTON, MO	744755		2	2	2		2	8	480	1	500	20	16	\$72
SALT LAKE CITY, UT	751300		7		7	7	7	28	1,680	4	2,000	320	56	\$252
PORTLAND, OR	751540		4		4	4	4	16	960	2	1,000	40	32	\$144
NASHVILLE, TN	786765		11		11	11	11	44	2,640	6	3,000	360	88	\$396
SOUTHHAVEN, MS	810408		17		17	17	17	68	4,080	9	4,500	420	136	\$612
MIAMI, FL	899517							0	0	0	0	0	0	\$0
LAFAYETTE, LA	957691		6		6	6	6	24	1,440	3	1,500	60	48	\$108

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Fleming Rainbow Promotion

TOTALS	53	205	17	204	188	153	820	49,200	110	55,000	5,800	1,640	\$6,696
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